

SEO Specialist

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Company: OneWood

Location: Lahore

Category: sales-and-related

Bachelors degree or equivalent with a certification in Google Analytics is preferred. Onewood team is rapidly expanding and is looking for an experienced SEO expert to manage all search engine optimization and marketing activities. Candidates must have at least 3+ years of experience as a dedicated SEO specialist for an agency or in-house marketing team and have displayed potential to advance to middle to senior-level positions.

Required Skills: Bachelor's degree or equivalent with a certification in Google Analytics is preferred
Proven SEM experience managing PPC campaigns across Google, Yahoo and Bing
Solid understanding of performance marketing, conversion, and online customer acquisition
In-depth experience with website analytics tools (e.g, Google Analytics, NetInsight, Omniture, WebTrends)
Experience with A/B and multivariate experiments
Knowledge of ranking factors and search engine algorithms
Up-to-date with the latest trends and best practices in SEO and SEM

Job Specification
Assist in the formulation of strategies to build a lasting digital connection with consumers
Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness
Be actively involved in SEO efforts (keyword, image optimization etc.)
Prepare online newsletters and promotional emails and organize their distribution through various channels
Provide creative ideas for content marketing and update website
Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
Acquire insight in online marketing trends and keep strategies up-to-date

Experience
At least 3+ years of prior experience in content marketing, content growth and SEO. A portfolio that shows steady search rank increases for other businesses.
Solid written

and verbal communication skills Ability to thrive in a fast-paced organization Fluent in using Microsoft Office including Outlook, Word, Excel and PowerPoint. Attention to detail, ability to prioritize and strong time management to deliver high quality work for multiple accounts while meeting aggressive deadlines. Ability to define solutions that will generate measurable results for the client. Information Technology and Services - Lahore, Pakistan

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